



**CALLED TO
SERVE**

**DARING TO
LEAD**



CELEBRATING WITH A
YEAR OF GRATITUDE

**Parent Club Officers Conference
30 September 2021**



CELEBRATING WITH A
YEAR OF GRATITUDE



CRAIG WASHINGTON '89
VP, ENGAGEMENT & COMMUNICATION

ENGAGEMENT TEAM

Class Support Wendy Owen

- Class Support (x80)
- Class Websites/Events
- Council of Class Presidents
- Reunions (14-15 yearly)
- Class Governance / History
- Another Link in the Chain (ALITC) Program
- Battalion Receptions
- Midshipman Ring Program

Parent Clubs Lori Coogan

- Parent Club Support (x80)
- Parent Club Officer training
- Parent Club Officers Conference
- Club Websites/Events
- I-Day Picnic support
- National Plebe Send-off events
- Plebe Photo Program

Chapters / SIGs Dr. Sofia Loomis '99

- Chapter Support (x101)
- Chapter Officer Training
- Chapter Websites/Events
- Int'l Chapter Officer's Forum
- Admissions & BGO Support
- NASS/STEM support
- Chapter Speaker Requests
- Congressional Support

Career Programs Joe Fagan '89 Tonya McGinnis Melissa Nelson

- SACC
- SACC Central
- Career Service Support
- Alumni Mentoring Program
- Memorial Affairs

Board of Trustees & Membership Elizabeth Beedenbender

- Engagement Admin
- Board of Trustees Admin
- Data Analysis
- Member research and reporting
- Membership lead

Customer Service Carrie Carroll Amy Garwood Ashley Parker

- Membership support
- Customer Svc (Front Desk)
- Alumni Research & Support
- Lucky Bag Locker
- DBIDs / Access
- Member Gold Cards
- Ogle Complex Parking Support



CELEBRATING WITH A
YEAR OF GRATITUDE

COMMUNICATIONS TEAM:

Executive Director for Strategic Communications

Wes Huey '87 – Provides strategic direction for all communications initiatives

**SENIOR DIRECTOR
COURTNEY JOLLEY**

- Oversees daily operations
- Talking points, presentations, executive communications
- Foundation communications

**DIRECTOR, MARKETING AND
SPECIAL PROJECTS
NOREEN FRENAYE**

- Provides strategic direction for web, email and social media
- Manages DGA and HOFH programs
- Chapel Dome marketing
- Manages travel program in conjunction with Marketing/Events Senior Director

**ASSOCIATE DIRECTOR,
PUBLICATIONS
JACKIE FURTON**

- Art Director and Chief Graphic Designer
- Primary designer and production manager, Shipmate magazine
- Manages design/production team

**MANAGING EDITOR,
JIMMY DEBUTTS**

- Primary writer and editor, Shipmate
- Additional writing projects as needed

**PROJECT ADMINISTRATOR
JOANNE RENNIE**

- Project Management and Tracking
- SmartSheet system
- Concur

**GRAPHIC DESIGNER
HEATHER PAYNE**

- Graphic Design, particularly Foundation design
- Canto digital asset management system

**ASSISTANT DIRECTOR,
WEB COMMUNICATIONS
ANNE SHARPE**

- USNA.com
- BBIS Emails

**COMMUNICATIONS
COORDINATOR
BRIDIE BRYANT**

- Daily social media management
- Video
- WaveTops

**ASSISTANT PRODUCTION
MANAGER
MARIA O'SHEA**

- Class news
- Classified advertising
- Ocean Away

**COMMUNICATIONS SPECIALIST
SANDY SPADARO**

- Class and Chapter News

**COMMUNICATIONS
SPECIALIST
SAMANTHA
CASAMASSIMA**

- All Hands/BZ sections of Shipmate

**OBITUARIES EDITOR
TIMOTHY WOODBURY**

- Memorial Affairs Support
- Last Call
- Obits
- Decedent Communications
- Member Record updates

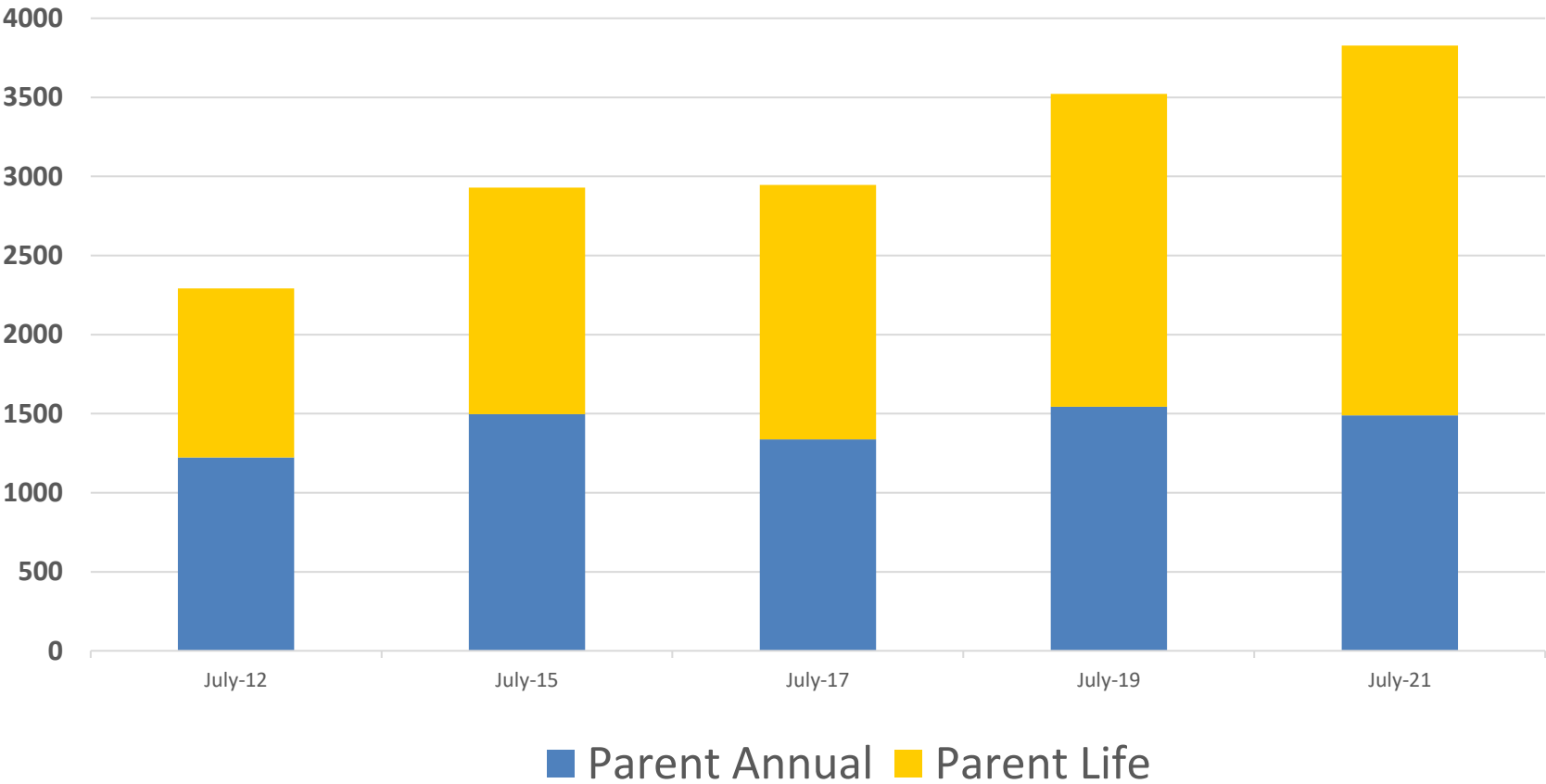


CELEBRATING WITH A
YEAR OF GRATITUDE

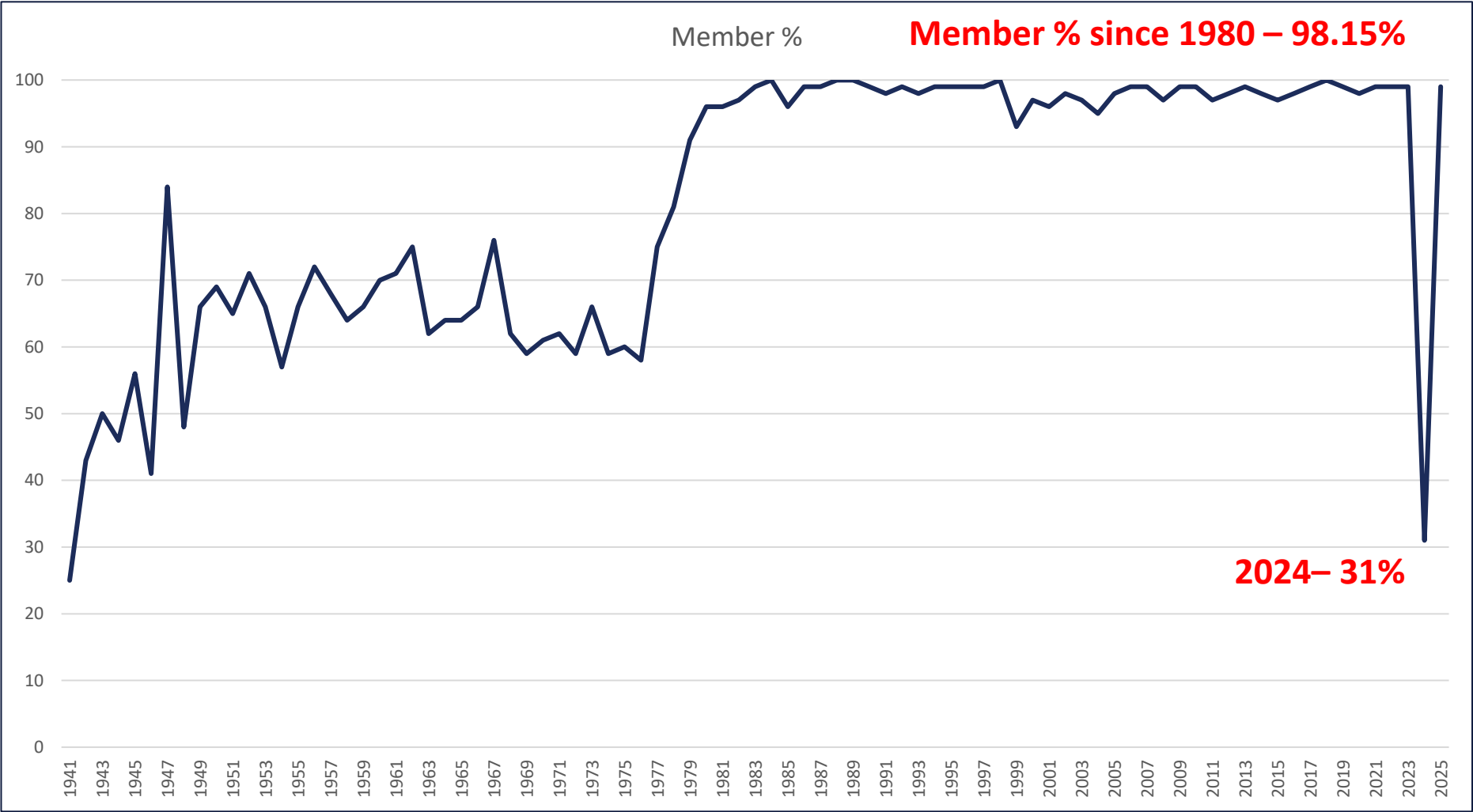


CELEBRATING WITH A
YEAR OF GRATITUDE

Parent Membership 2012-2021



Alumni Association Membership – LMAG



KEY PROGRAMS AND SERVICES

Alumni Mentoring Program:

- 4,100 mentor/mentee pairings

Service Academy Career Conference:

- Has continued virtually through 2020-2021 and launched a new higher education forum

Shared Interest Groups:

- 3 (Naval Academy Minority Association, USNA Women, Run to Honor)

Another Link in the Chain:

- Class of 1975 connected to 2025

Communications: print, web, social media, photo program

- Critical connections throughout pandemic



CELEBRATING WITH A
YEAR OF GRATITUDE

CAREER PROGRAMS AND SERVICES



UNITED STATES NAVAL ACADEMY
ALUMNI ASSOCIATION AND FOUNDATION

PARENTS MEDIA ABOUT MEMBERSHIP SHOP SEARCH LOG IN

FIND & CONNECT

EVENTS & PROGRAMS

SUPPORT THE ACADEMY

TRIBUTES & STORIES

DONATE NOW

ABOUT US

ALUMNI BUSINESSES

ALUMNI DIRECTORY

FIND YOUR CLASS

CHAPTERS

PARENTS

SHARED INTEREST GROUPS (SIG)

CAREER PROGRAMS

UPDATE YOUR INFORMATION

Alumni Mentoring Program

Continuing Your Education

SACC

Job Search

Work with Us

CALLED TO
SERVE
DARING TO
LEAD



CELEBRATING WITH A
YEAR OF GRATITUDE

SERVICE ACADEMY CAREER CONFERENCE: SACC

The screenshot displays the SACC Virtual Event website. The main banner features a night view of the Lincoln Memorial and the Washington Monument, with the text "MAY 3-7 2021 VIRTUAL SACC" and a prominent "CANDIDATE REGISTRATION" button. The navigation bar includes links for HOME, FEBRUARY EVENT, MAY EVENT (highlighted), AUGUST EVENT, NOVEMBER EVENT, and JOB BOARD. A secondary navigation bar shows "Employers" and "Jobs" dropdowns, along with a "Register for Virtual Event (2/26)" button.

Below the banner, a search results section shows "Showing 1 to 10 of 19 results". It includes filters for Keywords, Location (with a "Select a Location" dropdown), and Date Listed (with a "Last Hour" option). Two job listings are visible:

- Severn Financial Solutions, LLC**
Financial Advisor
Multiple Locations
Full Time
[Learn More](#)
- BW Cyber Services**
Cybersecurity NIST Risk Assessor
Multiple Locations
Full Time
[Learn More](#)

At the bottom left of the banner, there is a "DATE" section showing "May 3-7 2021" and a "LOCATION" section showing "Virtual".

CALLED TO
SERVE
DARING TO
LEAD



CELEBRATING WITH A
YEAR OF GRATITUDE

ALUMNI MENTORING PROGRAM: AMP

FIND & CONNECT

EVENTS & PROGRAMS

SUPPORT THE

ABOUT US

ALUMNI BUSINESSES

ALUMNI DIRECTORY

FIND YOUR CLASS

CHAPTERS

PARENTS

SHARED INTEREST GROUPS (SIG)

CAREER PROGRAMS

UPDATE YOUR INFORMATION

Alumni Mentoring Program

Continuing Your Education

SACC

Job Search

Work with Us

FIND & CONNECT

ALUMNI MENTORING PROGRAM

WE NEED YOU

Register now to mentor the new officers of the Class of 2020 and the Firsties of 2021 when they sign up for the AMP next spring. They need to share your wisdom. Sign up as both a mentor and a protégé as you may still have wisdom to gain too.

About


The Alumni Mentoring Program (AMP) was formally established in 2012 as the 50th Legacy Gift of the Class of 1969. AMP promotes the USNA culture of alumni helping alumni to achieve "the highest responsibilities of command, citizenship, and government." Alumni from all classes are encouraged to participate as volunteer mentors or protégés or both. These mentors and protégés (over 4,100 as of 31 December 2020), matched through an e-mentoring on-line platform, engage in meaningful, confidential discussions about today's challenges, career and life planning, goal setting and moving forward toward a higher level of achievement.

Today and the Future

The Class of '69 has raised sufficient funds to support AMP for the foreseeable future. The program is managed by '69 in close cooperation with the Alumni Association. Management of the program will be transitioned from '69 to alumni volunteers committed to see the program grow and change to meet the evolving needs of Alumni, the Navy and Marine Corps and our Country.

Volunteer as a Mentor, Participate as a Protégé, or Both!

Mentors share, teach and expand the mind to imagine what is possible. Mentoring is a way to give something back and to experience the gratification that comes from helping



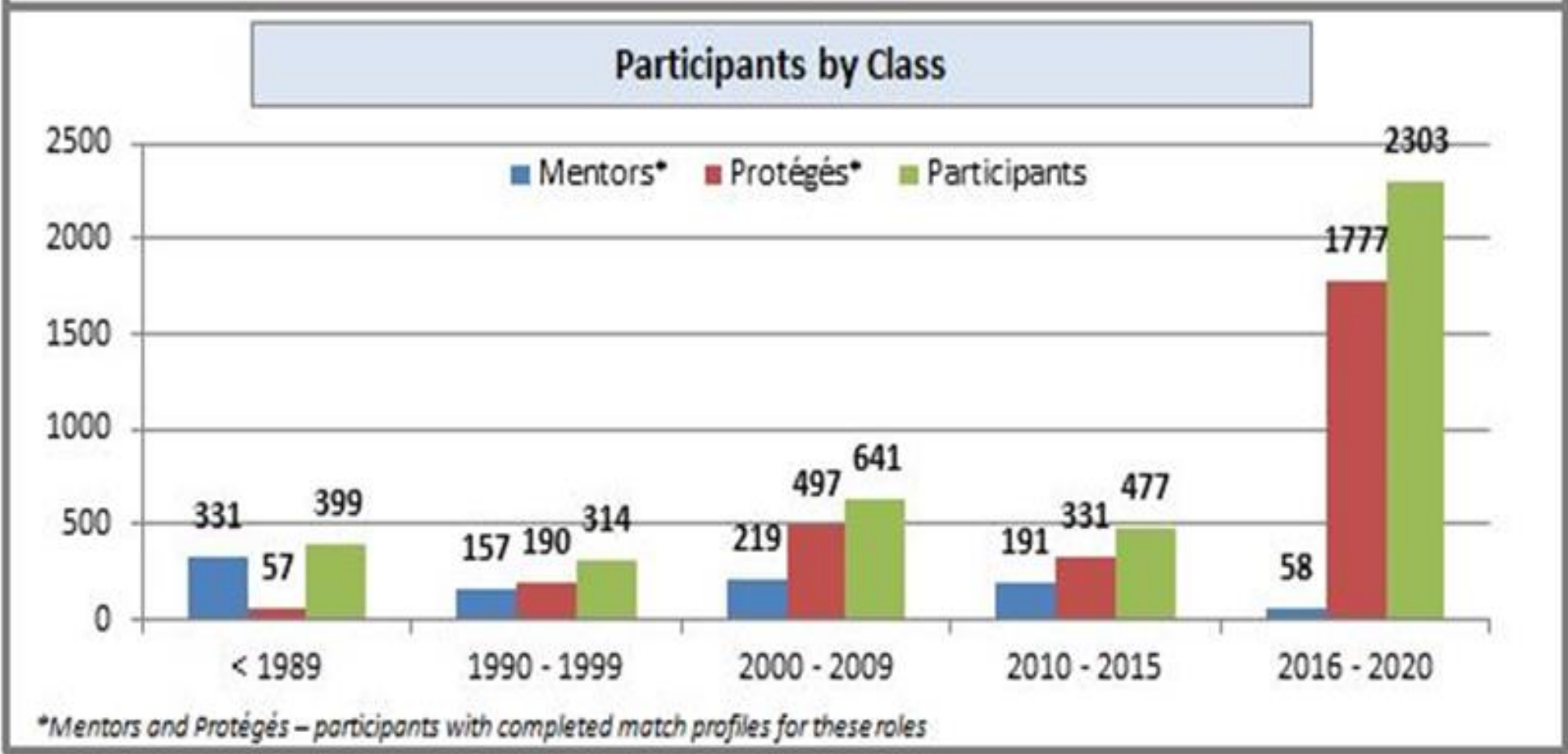
LOGIN or SIGN-UP for AMP:
It's a gift, from alumni to alumni.

CALLED TO
SERVE
DARING TO
LEAD



CELEBRATING WITH A
YEAR OF GRATITUDE

ALUMNI MENTORING PROGRAM



CELEBRATING WITH A
YEAR OF GRATITUDE

ALUMNI MENTORING PROGRAM

My Profile

Dashboard

Resource...

AMPGrants

Discussion Groups

Getting Started

Acknowledgments

Matches

Current Mentoring Status: [Available](#)
Craig Washington

Good Morning

Logout

Craig Washington

English (United States) ▾

You have been assigned these mentoring roles:

Mentor Protege

Invite Protege

Invite Mentor

Matches

Active Matches

Status: Active

Protege
Yun Hwang

Status: Active

Protege
Leith Daghistani

The AMP Mentoring Program is a gift from the Class of 1969 alumni. Mentors are not allowed to seek compensation from their Protégé. Please report any incidents to amp@alumni.usna.com.

Ask the Mentoring Network

Tell the world something...

Seth White

I'm currently exploring the idea of transitioning out of the military and working to get an MBA. If anyone has advice on the best way to do this or knows of opportunities specific to the military/academy, I would love any help!

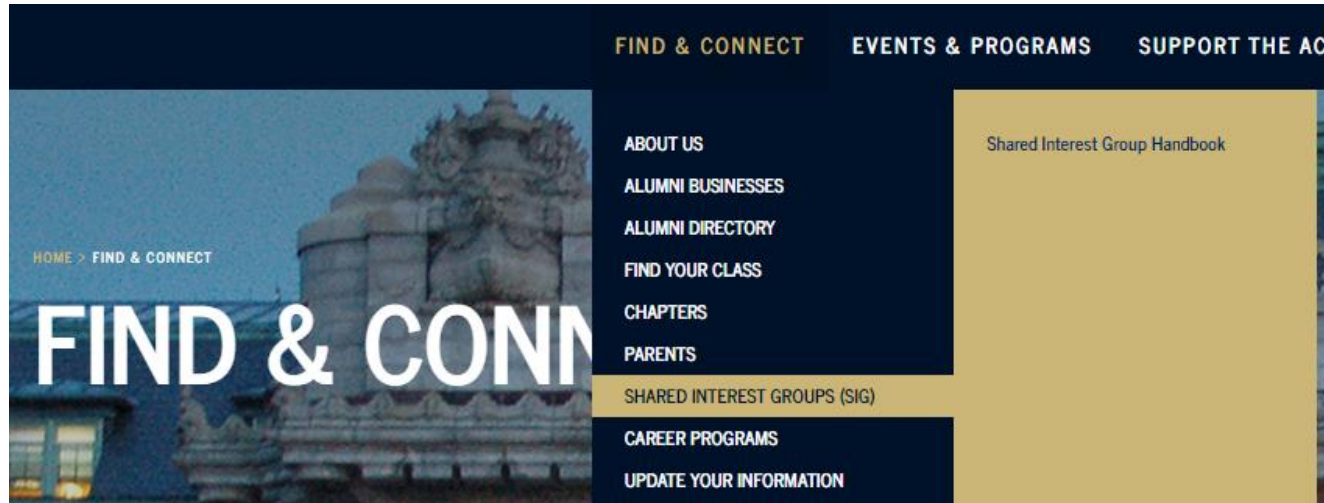
1 day ago

Seth White



CELEBRATING WITH A
YEAR OF GRATITUDE

Alumni Association - Shared Interest Groups



ALUMNI SHARED INTEREST

The U.S. Naval Academy Alumni Association Board of Directors has approved a plan to encourage members to continue and strengthen their connections with the Academy. The Board recognizes three SIGs: [USNA Women](#), [Run to Honor](#) and the [USNA Minority Association](#). These SIGs will be reviewed on an annual basis to monitor their progress and document their successes.

[Current SIGs](#)

[Frequently Asked Questions](#)

[SIG Handbook](#)



CELEBRATING WITH A
YEAR OF GRATITUDE

Alumni Association - Shared Interest Groups

SHARED INTEREST GROUPS



USNA WOMEN

Visit us on [Facebook](#) or [Website](#)



RUN TO HONOR

Visit us on [Facebook](#) or our [Website](#)



USNA MINORITY ASSOCIATION

Visit us on [Facebook](#) or our [Website](#)



CELEBRATING WITH A
YEAR OF GRATITUDE

HIVEBRITE: my.USNA.com

- All-in-one platform for managing communities: for example, classes, chapters, parent clubs and shared interest groups
- Share news, connect with members, register for events, pay membership fees and more
- Integrates with existing Alumni Association and Foundation database
- Testing now; soft launch later this fall
- Available to all Alumni Association affiliate groups in 2022



CELEBRATING WITH A
YEAR OF GRATITUDE



CALLED TO
SERVE

DARING TO
LEAD



CELEBRATING WITH A
YEAR OF GRATITUDE

UPCOMING EVENTS

6 October

SACC – Advanced
Education Fair

22 – 24 October

Homecoming vs. Cincinnati
President's Circle Weekend

1 - 5 November

SACC (virtual)

11 December

Army vs. Navy in NJ @
MetLife Stadium

FOOTBALL SCHEDULE

Date	Opponent	Location
October 2	UCF	Annapolis, MD
October 9	SMU	Annapolis, MD
October 14 (Thursday)	@ Memphis	Memphis, TN
October 23 (HOMECOMING)	Cincinnati	Annapolis, MD
October 29 (Friday)	@ Tulsa	Tulsa, OK
November 6	@ Notre Dame	South Bend, IN
November 20	East Carolina	Annapolis, MD
November 27	@ Temple	Philadelphia, PA
December 4	AAC Championship	Charlotte, NC
December 11	Army	MetLife Stadium, NJ



CELEBRATING WITH A
YEAR OF GRATITUDE



**CALLED TO
SERVE**

**DARING TO
LEAD**



**CELEBRATING WITH A
YEAR OF GRATITUDE**

Navy Football Road Events

Saturday, Sept. 25 @ Houston

Friday: Charter event at Taste of Texas

Saturday: Tailgate on campus near stadium

Thursday, Oct. 14 @ Memphis

**Thursday: Combined Tailgate/Social Event @
Rendezvous BBQ**

Friday, Oct. 29 @ Tulsa

Thursday: Chapter event at Burn Co BBQ

Friday: Tailgate on campus hosted by Parents Club

Saturday, Nov. 6 @ Notre Dame

Friday: Chicago Chapter Lunch, Chicago Yacht Club

Saturday: Tailgate at Saint Mary's College

Saturday, Dec. 11 Army Navy

Friday: Navy Gala @ Ellis Island

Saturday: Alumni Association Tailgate



CELEBRATING WITH A
YEAR OF GRATITUDE



BYRON MARCHANT '78
PRESIDENT AND CEO



CELEBRATING WITH A
YEAR OF GRATITUDE

LEADERSHIP TRANSITIONS



ADM Mark E. Ferguson III '78, USN (Ret.)
Chair, U.S. Naval Academy Alumni
Association Board of Trustees
Effective May 2021



J. Ronald Terwilliger '63
Chair, U.S. Naval Academy
Foundation Board of Directors
Effective November 2021



CELEBRATING WITH A
YEAR OF GRATITUDE

NEW STAFF FY 20



Bridie Bryant
Communications
Coordinator



Dean Castaldo
Development
Director



Shirley
Crawford
Gift
Administrator
II



CAPT Don Hughes '88,
SC, USN (Ret.)
Vice President, Athletic
and Scholarship
Programs



Gail Hutchinson
Event Planner



Clay Evans
Coordinator,
Class Legacy
Gift Programs



Bob Gast
Vice
President,
Finance and
Investments



Laura
Brashears
Gift
Administrator
II



Megan Farmer
Director,
President's
Circle



Patty Ratigan
Staff Accountant I



CELEBRATING WITH A
YEAR OF GRATITUDE

NEW STAFF FY 21



Hannah Geib
Coordinator, Annual
Giving Programs



Ashley Norfolk
SQL Application
Developer



Kevin Mitchell
Director, Treasury, Analytics and
Investment Reporting



Adriana Bitoun
Director, Advancement
Services



Lori Coogan
Director, Parent
Programs



Dr. Sofia Loomis '99
Senior Director, Alumni Regional
Engagement and Outreach



CELEBRATING WITH A
YEAR OF GRATITUDE

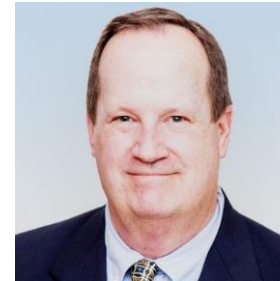
NEW STAFF FY 22



Ashley Parker
Member Services
Coordinator/Receptionist



Anna Portela
Planned Giving
Coordinator



Thomas Cloutier
Human Resources Generalist



Amy Garwood
Member Services
Coordinator, Receptionist



CAPT Wesley Huey '87, USN (Ret.), Ph.D.
Executive Director, Strategic
Communications



CELEBRATING WITH A
YEAR OF GRATITUDE

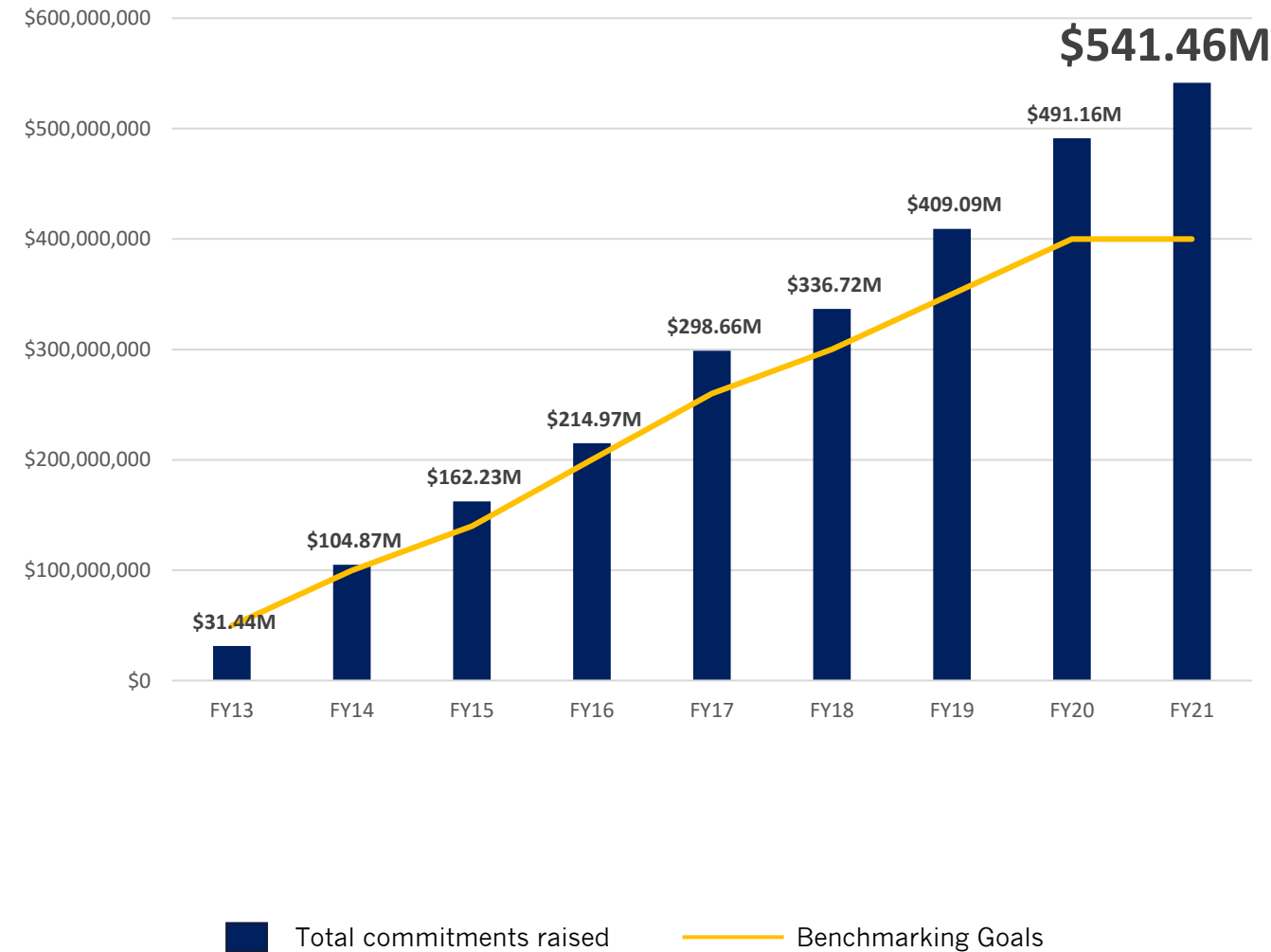
THANK YOU



CELEBRATING WITH A
YEAR OF GRATITUDE

CALLED TO SERVE, DARING TO LEAD:

Campaign Success Against Benchmarking Goals

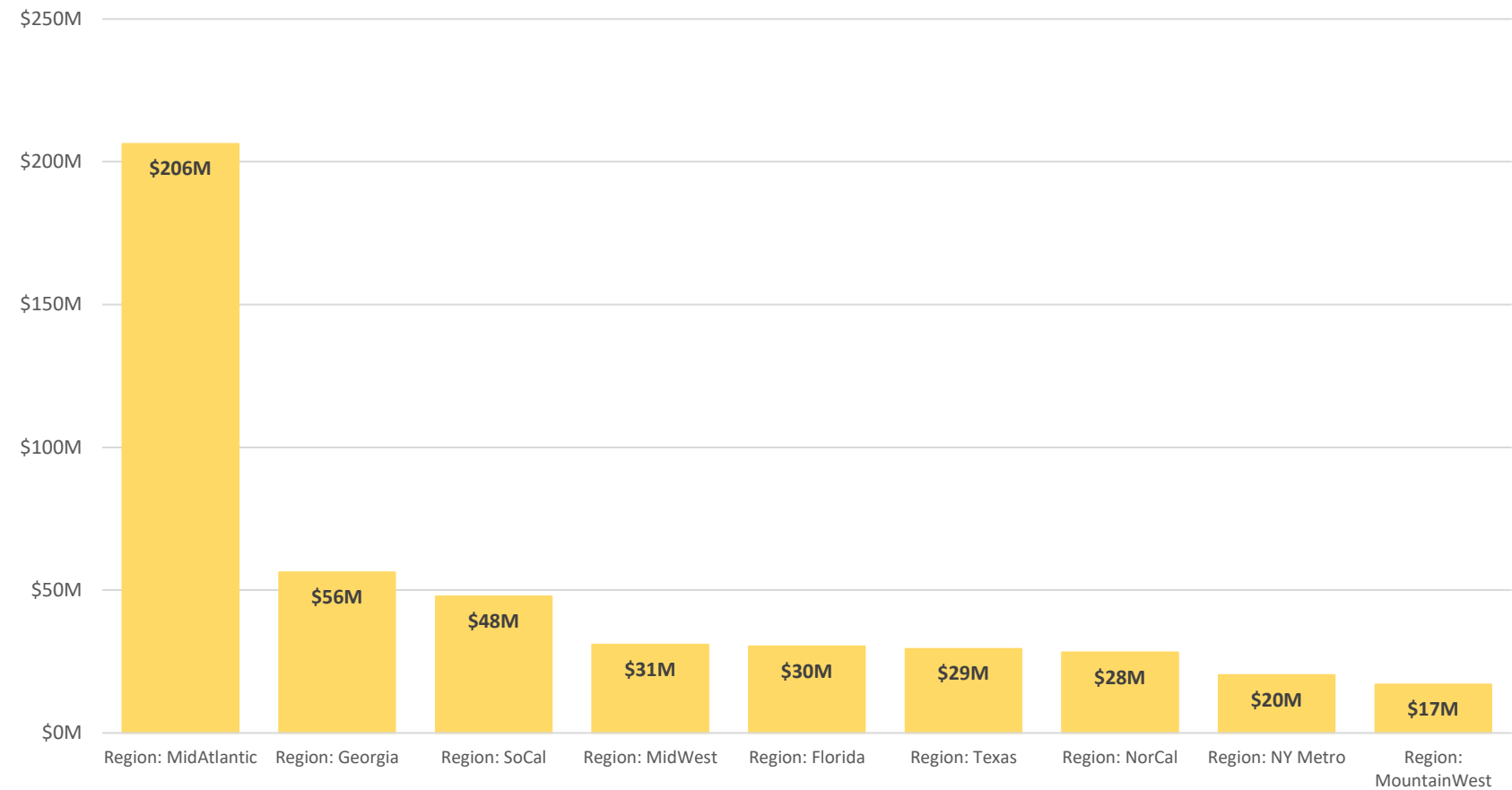


CELEBRATING WITH A
YEAR OF GRATITUDE

CALLED TO SERVE, DARING TO LEAD

Regional Campaign Impact - \$465 Million Regional Total

Totals by Region



CELEBRATING WITH A
YEAR OF GRATITUDE

PARENT PHILANTHROPY

TOTAL PARENT GIVING TO CAMPAIGN: \$26.3 million

TOTAL PARENT CAMPAIGN DONORS: 7,193

CURRENT PRESIDENT'S CIRCLE PARENTS: 212

PARENT DONORS BY CLASS:

2022: 395

2023: 400

2024: 469

2025: 103



CELEBRATING WITH A
YEAR OF GRATITUDE

CALLED TO SERVE, DARING TO LEAD

Campaign Impact – 22 Positions

Faculty/Staff

- ⚓ 7 fully funded academic Distinguished Visiting Professors/Chair positions
- ⚓ 11 privately funded positions at The Stockdale Center
- ⚓ 4 Distinguished Visiting Professors at the CCSS
- ⚓ Over \$7M committed to Faculty Development



CELEBRATING WITH A
YEAR OF GRATITUDE



COLONEL MARIA
"MJ" PALLOTTA
'94, USMCR,
*Director of the
Center for
Experiential
Leadership
Development*



Mr. Chris Inglis, *The
Robert and Mary M.
Looker Distinguished
Visiting Professor in
Cyber Security Studies*



Rear Admiral Alan T.
"Blues" Baker
'78, CHC, USN (Ret.)
*Timothy and Susanne
Sullivan Director of
Influencer
Development*

CALLED TO SERVE, DARING TO LEAD

Campaign Impact – More Than 9 Key Programs

- ⚓ Class of 1963 Center for Academic Excellence, endowed by J. Ronald Terwilliger and Classmates
- ⚓ Accredited Cyber Operations Major
- ⚓ Recipient: 2020 NAFSA Senator Paul Simon Award for Campus Internationalization (first service academy honored)
- ⚓ Boeing Leadership Innovation Lab
- ⚓ Center for Experiential Leadership Development (CELD)
- ⚓ Influence the Influencer Program
- ⚓ STEM Center for Education & Outreach
- ⚓ Project Based Learning (comprehensive Capstone Day)
- ⚓ NEW! Data Science Chair & Major



CELEBRATING WITH A
YEAR OF GRATITUDE



CALLED TO SERVE, DARING TO LEAD

Campaign Impact – More Than 10 Facilities

- ⚓ Hopper Hall
- ⚓ Ron Terwilliger Center for Student-Athletes
- ⚓ Alumni Center
- ⚓ Navy Academy Golf Course Renovation
- ⚓ Squash Facility Renovation
- ⚓ Halsey Fieldhouse Renovation
- ⚓ Navy Rifle Facility
- ⚓ Bishop Stadium Upgrades
- ⚓ Navy Academy Museum Upgrades
- ⚓ Navy-Marine Corps Memorial Stadium Upgrades
- ⚓ Akerson Tower
- ⚓ Yeager Pavilion
- ⚓ Minter Pavilion
- ⚓ NAPS athletic facilities Upgrades



CELEBRATING WITH A
YEAR OF GRATITUDE

YEAR OF GRATITUDE



CELEBRATING WITH A
YEAR OF GRATITUDE



YEAR OF GRATITUDE

- Shipmate
- WaveTops
- Video
- Social Media
- USNA.com
- Events
- Stewardship



In July 2012, the U.S. Naval Academy Foundation quietly began the most ambitious fundraising effort in its history, one designed to support and help realize the objectives established in Naval Academy Strategic Plan 2020 and the U.S. Naval Academy Alumni Association's Strategic Plan 2020. With critical early support from a small group of key donors, the campaign expanded, launching publicly in November 2018 as *Called to Serve, Daring to Lead: The Naval Academy Campaign*. Along the way, it far surpassed its initial \$400 million goal and ultimately raised nearly \$540 million, providing critical resources for personnel, programs and facilities that will shape the Naval Academy and the Alumni Association and Foundation for many years to come. The campaign concluded on 30 June, and the next 12 months will serve as a "Year of Gratitude" for the thousands of alumni, parents and other friends whose generosity made this achievement possible. Look for ongoing coverage of *Called to Serve, Daring to Lead* in *Shipmate*, [usna.com](#), [WaveTops](#), social media and at events in Annapolis and nationwide throughout the year. We begin expressing our gratitude in the video below.



CELEBRATING WITH A
YEAR OF GRATITUDE

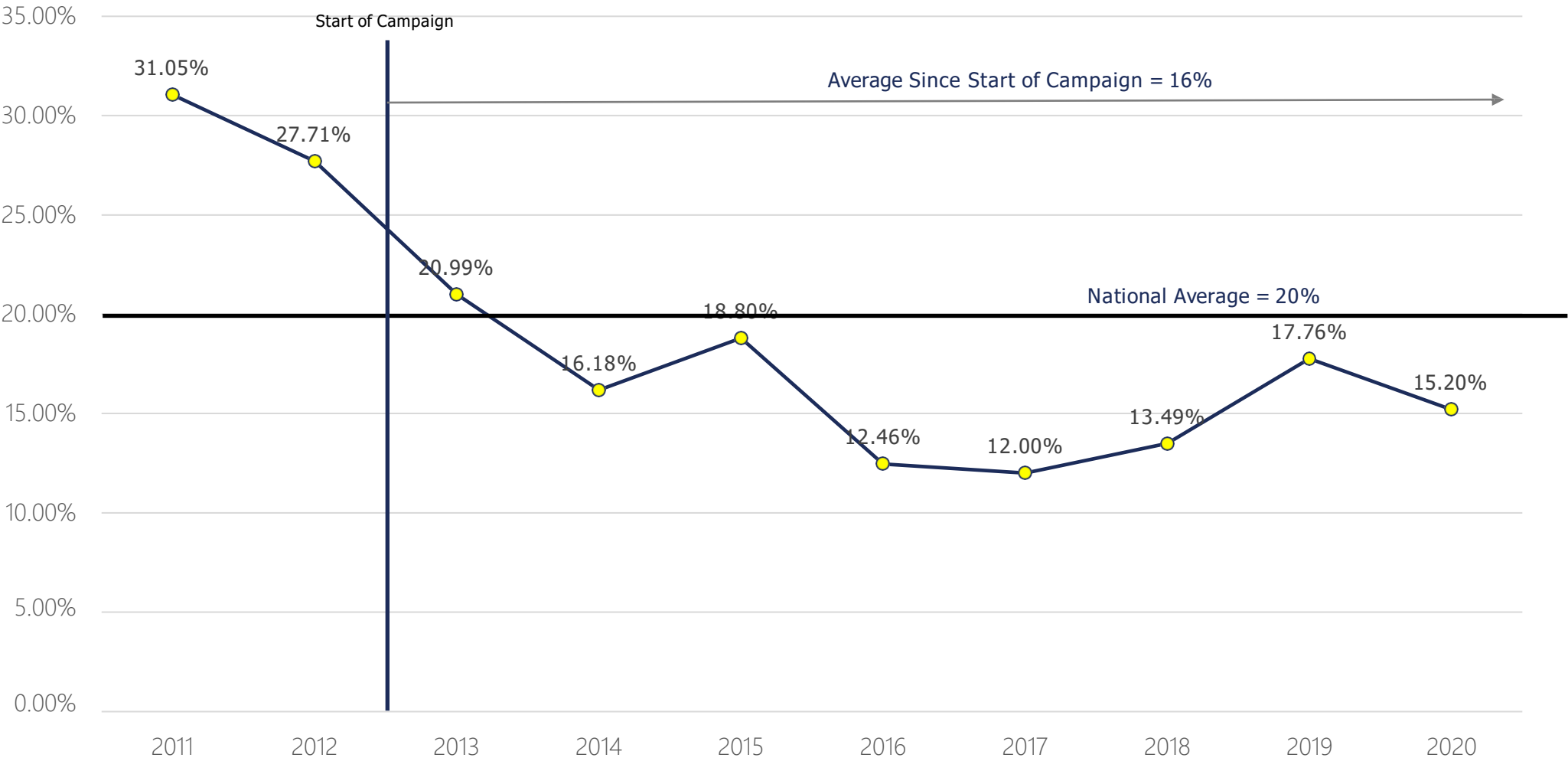
KEY RANKINGS: U.S. NEWS AND WORLD REPORT

- #1 Top Public School
- #6 National Liberal Arts College
- #5 Best Undergraduate Engineering
 - #5 in Computer
(among schools where doctorates are not offered)
 - # 8 in Electrical (among schools where
doctorates are not offered)
 - #5 in Mechanical (among schools where
doctorates are not offered)
- #48 Best Undergraduate Teaching



CELEBRATING WITH A
YEAR OF GRATITUDE

FUNDRAISING EFFICIENCY



CELEBRATING WITH A
YEAR OF GRATITUDE

CHARITY NAVIGATOR INDEX

- United States Naval Academy Alumni Association
→ 100 out of 100 rating
- Association of Graduates of United States Military Academy
→ 100 out of 100 rating
- Association of Graduates of United States Air Force Academy
→ 94.57 out of 100 rating
- United States Coast Guard Academy Alumni Association
→ 90.30 out of 100 rating

**Ratings are based upon most recent 990 filings*



CELEBRATING WITH A
YEAR OF GRATITUDE

ALUMNI ASSOCIATION AND FOUNDATION CENTER

- HAZMIN facility and mail center re-located
- MDE permits received; demolition to begin imminently
- Ogle Hall sale closed 12 August: \$4.65 million
- \$32 million raised for project against \$36 million goal
- Will remain in Ogle through Fall 2022 and move to new facility in 2023



CELEBRATING WITH A
YEAR OF GRATITUDE

ALUMNI ASSOCIATION AND FOUNDATION CENTER

- 65,000 square foot waterfront facility off King George Street
- Expansive decking and outdoor event space
- Combination indoor office space and range of event venues
- Ample parking
- Brings all AA&F staff together in one facility for the first time



CELEBRATING WITH A
YEAR OF GRATITUDE

ALUMNI CENTER ENTRANCE



CELEBRATING WITH A
YEAR OF GRATITUDE

PERKINS —
EASTMAN

NORTH GARDEN WALK



CELEBRATING WITH A
YEAR OF GRATITUDE

PERKINS —
FASTMAN

ALUMNI CENTER AT NIGHT



CELEBRATING WITH A
YEAR OF GRATITUDE



PERKINS —
EASTMAN

EAST LAWN & EAST LAWN TERRACE



CELEBRATING WITH A
YEAR OF GRATITUDE



SOUTH LAWN & DECK



CELEBRATING WITH A
YEAR OF GRATITUDE



PERKINS —
EASTMAN

ALUMNI LOUNGE



CELEBRATING WITH A
YEAR OF GRATITUDE

LOWER LEVEL MULTI-PURPOSE ROOM



CELEBRATING WITH A
YEAR OF GRATITUDE

LOBBY

*DGA Recognition
(Digital Display)*

*Plankowner Recognition
(Digital Display)*

Five Electronic Displays:
1.) Current & Former: CEO,
BOT, BOD, A&SP Chairs
2.) MOH/Purple Heart
3.) Alumni in the news
4.) Young Alumni
5.) UNR Giving



CELEBRATING WITH A
YEAR OF GRATITUDE





USNA Parent Club Southeast Pennsylvania
USNA Parent Club Washington
USNA Parent Club Greater St. Louis & Southern Illinois
USNA Parent Club Southern California
USNA Parent Club Central Florida



CELEBRATING WITH A
YEAR OF GRATITUDE